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Ezoic Requirements: What the Official Pages Say and How to Check Yours

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> **Ezoic requirements start with traffic: Ezoic's requirements page says sites are generally required to have 250,000 or more monthly active users, and publishers monetizing with Ezoic before 19 February 2026 are grandfathered. A site below that level can apply to Ezoic's Incubator program, which accepts 20 publishers per month and does not guarantee acceptance.**

Key takeaways

- Ezoic's requirements article, shown as updated over a month ago when read again on 3 November 2026, says sites are generally required to have 250,000 or more monthly active users. Ezoic verifies traffic through a connected Google Analytics account.
- Publishers monetizing with Ezoic before 19 February 2026 are grandfathered. That status ends if the site removes Ezoic integration for more than 7 days, and any site added to an account after that date must meet the traffic level.
- Below the level, the Incubator program accepts 20 publishers per month, chosen on growth potential, site valuation, quality checks and the overall publisher profile. A site that is not accepted cannot reapply with the same site.
- Traffic is the first test, not the only one. Ezoic's own team reviews the site, typically within 10 days, and Google's separate Multiple Customer Management review can take up to 18 days.
- Ezoic requires you to remove all non-Ezoic ad code, link a privacy policy from every page and publish a contact page, so check these before you apply.

Ezoic ties its current traffic rule to a date, 19 February 2026, so an article written before that date may describe a rule that no longer applies. This guide reads Ezoic's own support pages as they stand on 3 November 2026, explains what each requirement means, shows how to check your numbers and covers what to do if your site is below the level. It is one part of our guide to where Ezoic sits among ad networks, where Ezoic sits next to the other options.

Ezoic's requirements as its support pages list them

Three Ezoic support articles cover entry: the requirements article, the Incubator article and the compliance article. Each shows only a relative date, such as "last updated over a month ago", so this guide gives the day it last read them, 3 November 2026.

What	What Ezoic's page says	Page date
Traffic	Sites are generally required to have 250,000 or more monthly active users. Traffic can be verified by connecting a Google Analytics account during the application.	Requirements article, updated over a month ago
Publishers who joined earlier	Publishers monetizing with Ezoic before 19 February 2026 are grandfathered regardless of site size, as long as they keep using Ezoic continuously.	Requirements article, updated over a month ago
Sites added later	Any site added to an existing account after 19 February 2026 must meet the traffic level.	Requirements article, updated over a month ago
Content	Original content, written in a language AdSense supports, that complies with Google's policies.	Requirements article, updated over a month ago
Type of site	Any type of site, as long as it can include JavaScript in its code.	Requirements article, updated over a month ago
Below the level	Sites below 250,000 monthly active users may be eligible for the Incubator program.	Incubator article, updated over a week ago
Review time	Ezoic's internal review typically concludes within 10 days, and the Google review can take up to 18 days.	Compliance article, updated a few days ago

What each requirement means

Monthly active users

Ezoic's article does not define the term or the period it covers. Google Analytics, which Ezoic names as the way to verify traffic, has an Active users metric. Google defines it as the number of distinct users who visited your website or application, where an active user is any user with an

engaged session or for whom Analytics collects certain events such as the first visit. Google's DAU / MAU metric describes monthly active users as the users who engaged in the last 30 days. A 30-day Active users figure is therefore one way to check, but ask Ezoic if your number is near the line.

Active users is not the same as sessions or pageviews. One user can start several sessions in a month, and one session can include several page views, so a site with many sessions can still have fewer users than its session count suggests.

Grandfathered status and the 7-day rule

Ezoic says publishers monetizing with it before 19 February 2026 stay on the platform regardless of site size, provided they keep using Ezoic without a break. If a grandfathered site with fewer than 250,000 monthly active users removes the Ezoic integration for more than 7 days, the status is void and the site must then meet the 250,000 level to return. For a blog that is not on Ezoic yet, the practical point is simple: the exception applies to earlier users, and a new site meets the traffic level or goes through Incubator.

Google policy compliance and content

Ezoic's requirements article lists the Google policies a site must follow. The list covers invalid ad activity, encouraging readers to interact with ads, copyrighted or counterfeit material, redirects to unwanted pages, pop-ups, automatically generated content, empty pages, copied content and keyword stuffing. It also names restricted content types, including adult, dangerous, derogatory, aggressive and illegal content, gambling, and alcohol, tobacco or healthcare related content. Read the item on automatically generated content against how you produce your own posts.

What the review checks beyond traffic

The compliance article describes what Ezoic's Platform Quality team looks at. These conditions come from that page, read again on 3 November 2026:

- Technical setup. Connection by JavaScript is the recommended method, and a WordPress plugin can automate it. Your ads.txt file must include Ezoic's reseller information, and you must remove all non-Ezoic ad code.
- Google approval. Every publisher must apply for and receive approval from Google's Multiple Customer Management program to reach premium inventory.
- Policies and contact. A privacy policy reachable from every page, the Ezoic privacy disclosure in that policy, one consent management tool only, and a contact page with a working email address or form.
- Trust signals. A descriptive About page, clear author bylines and one consistent language across the site.

- Structure. Clear category labels in the navigation, a minimum of 10 articles per category for article-based sites, and a sidebar widget with an About summary and recommended content.
- Content. Original content, no more than 5 near-duplicate pages per category, published dates on articles and original images and videos, with no asset reused across articles.

The Ezoic Incubator program for sites below the level

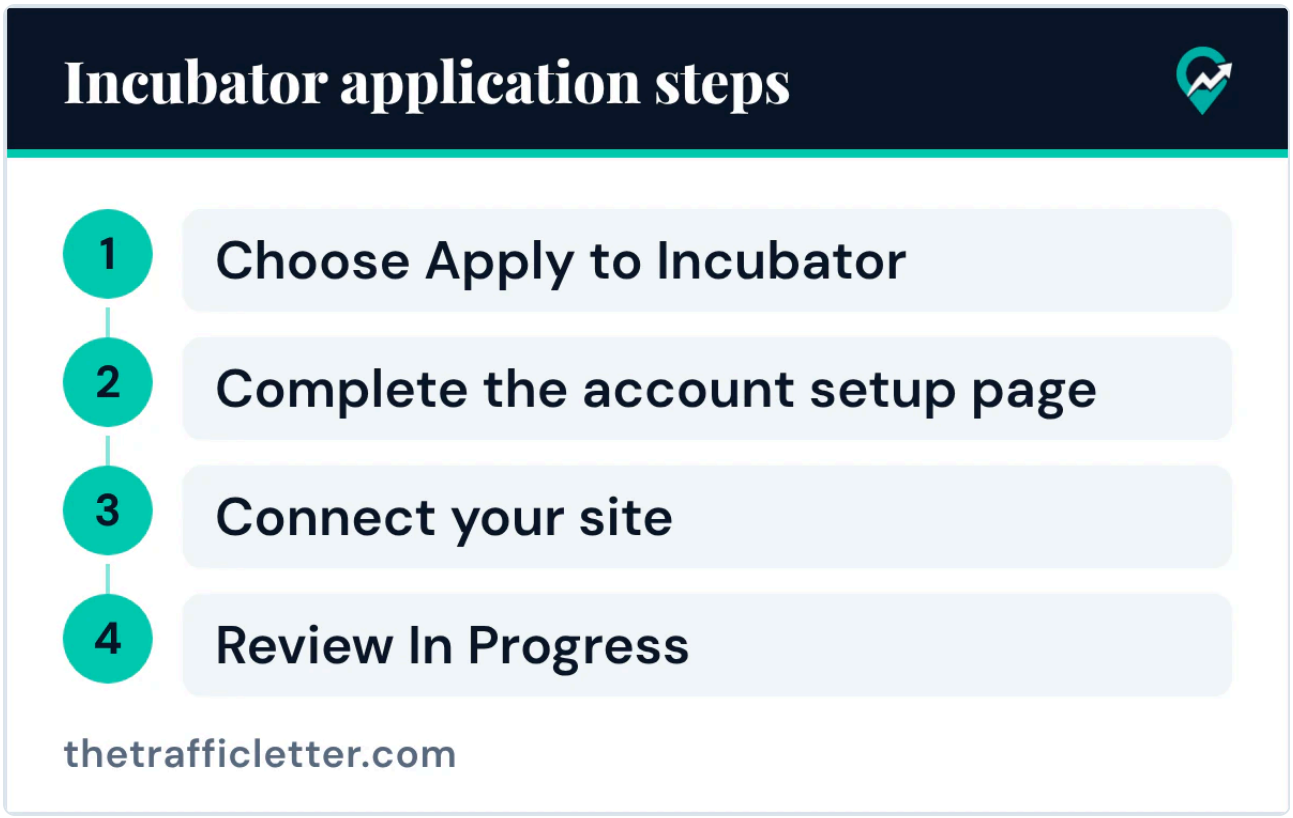
Ezoic describes Incubator as an opportunity for publishers below the 250,000 level. It accepts only 20 publishers per month, chosen on growth potential, site valuation, backend quality checks and the overall publisher profile. Ezoic says applying does not guarantee acceptance. An accepted publisher gets complete access to Ezoic's tools, features and monetization.

The page gives these conditions:

- One application per site. If a site is not accepted, you cannot reapply with the same site, but you can apply with a different one.
- A current Ezoic publisher whose secondary site falls below the level can apply that site to Incubator.
- Ezoic says who should apply: publishers below the level, with a strong growth trajectory, high-quality content and engagement, and a commitment to growing their business.

Ezoic's article describes the application in these steps:

1. On the screen titled "Thanks for your interest in Ezoic", choose Apply to Incubator.
2. Complete the account setup page: your full name, a password, your Ad Manager account status and your AdSense account status, plus Multiple Customer Management details if required.
3. On the Connect Your Site page, choose JavaScript (the recommended method) or the WordPress plugin, and follow the instructions.
4. Once Ezoic detects the integration, the dashboard changes to Review In Progress. The review covers traffic analysis, growth potential and quality standards, and Ezoic shares updates in the dashboard and by email.



The four steps Ezoic's Incubator article describes, read on 27 October 2026.

How to check your numbers in Google Analytics

Ezoic's pages do not give a report path, so this uses Google's own labels.

1. Go to your Google Analytics property and select the Reports tab.
2. Set the date range to the last 30 days.
3. In an exploration, use the Active users metric. Google lists it among its user metrics.
4. Note Sessions beside it, to see the gap between users and visits.
5. Repeat for two or three other 30-day windows.

Google's help says session and user metrics are calculated through an estimation, so two reports can differ slightly. Use one report consistently, and read the number again on the day you apply, because it moves daily.

If your site is below the level

Start with the Incubator program, which is the route Ezoic describes for sites below 250,000. Because it takes 20 publishers per month, treat it as one option and not a plan.

Google AdSense is another route. Its eligibility page, read again on 3 November 2026, lists no traffic minimum. It asks for high-quality, original content that attracts an audience, access to the HTML source code of the site, content that follows the AdSense Program policies and an applicant aged 18 or over. Google also advises checking that your pages have clear navigation and unique content before you sign up.

Two other programs have their own guides: Raptive's eligibility rules and Journey by Mediavine. If you are below every test, the work is traffic. Our guide to a Pinterest traffic plan for blogs covers one traffic source.

What Ezoic's pages do not tell you

The three articles read do not state revenue share, payment terms or earnings, so this guide does not quote any. It is not a review of results, and it makes no claim about what Ezoic pays. Revenue per thousand visits is a separate topic that depends on your own traffic, and our guide to measuring RPM from your own traffic shows how to measure it.

Right after: your next actions

1. In Google Analytics, write down your Active users for the last 30 days and compare the number with 250,000.
2. Check the review list above against your site, starting with other ad code, the privacy policy on every page and the contact page.
3. If you are below the level, read the Incubator conditions again and compare the other options in the every network's entry test side by side.

Frequently asked questions

What is Ezoic's traffic requirement?

Ezoic's requirements article says sites are generally required to have 250,000 or more monthly active users. It says you can verify your traffic by connecting your Google Analytics account during the application. The article was shown as updated over a month ago when read again on 3 November 2026.

What is the Ezoic Incubator program and who qualifies?

Ezoic describes the Incubator program as an opportunity for publishers below the 250,000 monthly active users threshold. It says publishers should apply when they have less than 250,000 monthly active users, a strong growth trajectory, high-quality content and user engagement, and a commitment to growing their publishing business. It accepts 20 publishers per month, applying does not guarantee acceptance, and a secondary site on a current Ezoic account can apply too.

Do I need Google AdSense approval to use Ezoic?

Ezoic says AdSense approval is not necessary for the vast majority of sites, but sites must comply with AdSense policies and be written in an AdSense-supported language. Ezoic does require approval from Google's Multiple Customer Management program to reach premium ad inventory.

How long does Ezoic take to review a site?

Ezoic says its internal review typically concludes within 10 days, and the separate Google Multiple Customer Management review can take up to 18 days. Ezoic says both approvals are necessary before monetization begins.

Can I run other ads next to Ezoic?

Not other ad code. Ezoic's compliance article requires you to remove all non-Ezoic ad codes from the site, because its optimization needs exclusive control of the ad environment.

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Sources last checked on Nov 3, 2026.

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